CUSTOMER SATISFACTION ANALYSIS
OF PT. WIJAYA KARYA (PERSERO) TBK
ON CONSTRUCTION PROJECTS
IN EAST KALIMANTAN

Name : Osaliana Budiarto
NRP  : 1308 100 013
Department : Statistics
Supervisor : Dr. Irhamah, M.Si.
Co. Supervisor : Dr. Muhammad Mashuri, M.T.

ABSTRACT

Customer satisfaction is one of important keys for companies to compete in a global world, including the construction world. Customer satisfaction influences construction company's reputations and chances of getting the new tender in the future. PT. Wijaya Karya (Persero) or usually called PT. WiKA (Persero) Tbk is one of the largest construction company in Indonesia. This company always prioritizes its customer satisfaction. The objective of this study is to analyze customer satisfaction of PT. WiKA (Persero) Tbk in East Kalimantan projects. The data on this study are secondary data from the company completed customer satisfaction questionnaires. The methods used are Biplot, Multidimensional Scaling (MDS), and the Importance-Performance Analysis (IPA). The analysis showed that all customers felt satisfy with its services and products quality. In general, Bendungan Kaliorang and Rounding Up Pengendali Banjir had lower scores than other projects, while the Jembatan Rantau Pulung and Road For Coal Trucking were high. Based on the project site, customer satisfactions of projects in Malinau and Balikpapan have some similarities. IPA analysis showed that there were three main priorities to be improved, they are quality of products, times, and Safety, Health and Environment (SHE). Overall, customers assess the PT. WiKA (Persero) Tbk is superior to other construction companies in many aspects for projects in East Kalimantan.

Keywords: Customer Satisfaction, Construction, Multidimensional Scaling, Biplot, Importance-Performance Analysis
...halaman ini sengaja dikosongkan...